

# Book Publishers: 2002

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## 2002 Economic Census

*Information*

Industry Series



U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
51113	Book publishers .....	3 570	27 162 866	4 879 506	1 318 046	95 175	2.4	5.1
511130	Book publishers .....	3 570	27 162 866	4 879 506	1 318 046	95 175	2.4	5.1

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51113	Book publishers..... 2002.. 1997..	2 697 2 684	26 204 303 22 648 251	4 621 488 3 642 824	87 574 89 898
511130	Book publishers..... 2002.. 1997..	2 697 2 684	26 204 303 22 648 251	4 621 488 3 642 824	87 574 89 898

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
51113		Book publishers . . . . .	3 570	X	27 162 866	X	100.0	61.9
	31120	Printing services for others . . . . .	134	649 503	95 805	14.8	.4	X
	31170	Sale or licensing of rights to content . . . . .	521	4 765 711	204 168	4.3	.8	49.4
	31171	Sale or licensing of rights to textbooks . . . . .	47	783 613	18 093	2.3	.1	X
	31172	Sale or licensing of rights to children's books . . . . .	33	375 353	19 273	5.1	.1	X
	31173	Sale or licensing of rights to general reference books . . . . .	12	256 368	12 318	4.8	.1	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books . . . . .	125	631 044	30 626	4.9	.1	X
	31175	Sale or licensing of rights to adult trade books . . . . .	231	2 541 181	82 911	3.3	.3	X
	31176	Sale or licensing of rights to other content . . . . .	45	237 503	6 941	2.9	.3	X
	31180	Mailing lists, rental or sale . . . . .	107	710 245	5 560	.8	.7	X
	31200	Publishing services for others . . . . .	158	698 185	219 363	31.4	.8	X
	31210	Books - Print: Textbooks . . . . .	644	8 622 733	6 299 623	73.1	23.2	60.9
	31211	Elementary and secondary school textbooks . . . . .	414	5 407 747	3 934 303	72.8	14.5	X
	31212	Post-secondary textbooks . . . . .	337	4 625 234	2 365 320	51.1	8.7	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books . . . . .	409	6 627 960	1 855 881	28.0	6.8	X
	31230	Books - Print: General reference books . . . . .	856	5 300 201	1 887 171	35.6	6.9	52.3
	31231	Maps . . . . .	619	1 043 754	713 862	68.4	2.6	X
	31232	Atlases and gazetteers . . . . .	162	301 734	78 062	25.9	.3	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc. . . . .	194	4 218 516	1 095 247	26.0	4.0	X
	31240	Books - Print: Professional, technical, and scholarly books . . . . .	1 014	8 740 517	3 815 474	43.7	14.0	58.9
	31241	Professional and technical books - Legal . . . . .	133	3 232 418	1 646 966	51.0	6.1	X
	31242	Professional and technical books - Medical . . . . .	191	1 746 093	316 001	18.1	1.2	X
	31243	Professional and technical books - Other . . . . .	455	3 458 972	1 225 580	35.4	4.5	X
	31244	Scholarly books . . . . .	344	1 883 756	626 927	33.3	2.3	X
	31250	Books - Print: Adult trade books . . . . .	1 118	11 518 866	8 095 308	70.3	29.8	X
	31260	Books - Print - Sale of advertising space . . . . .	51	96 416	12 769	13.2	.7	X
	31270	Books - Internet: Textbooks . . . . .	65	1 520 509	254 330	16.7	.9	61.7
	31271	Elementary and secondary school textbooks . . . . .	39	91 337	6 351	7.0	.7	X
	31272	Post-secondary textbooks . . . . .	35	1 468 614	247 979	16.9	.9	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books . . . . .	30	1 502 008	4 691	.3	.2	X
	31290	Books - Internet: General reference books . . . . .	83	166 501	15 355	9.2	.1	61.8
	31291	Maps . . . . .	51	10 415	243	2.3	.2	X
	31292	Atlases and gazetteers . . . . .	12	18 500	791	4.3	.2	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc. . . . .	22	154 527	14 321	9.3	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books . . . . .	163	3 969 740	1 471 519	37.1	5.4	61.8
	31301	Professional and technical books - Legal . . . . .	22	2 478 745	1 327 119	53.5	4.9	X
	31302	Professional and technical books - Medical . . . . .	26	169 667	12 949	7.6	.2	X
	31303	Professional and technical books - Other . . . . .	76	1 285 164	122 460	9.5	.5	X
	31304	Scholarly books . . . . .	44	104 881	8 991	8.6	.2	X
	31310	Books - Internet: Adult trade books . . . . .	142	4 555 794	38 306	.8	.1	X
	31320	Books - Internet - Sale of advertising space . . . . .	6	131 334	2 085	1.6	.2	X
	31330	Books - Other media: Textbooks <sup>3</sup> . . . . .	69	2 218 614	120 651	5.4	.4	61.8
	31331	Elementary and secondary school textbooks <sup>3</sup> . . . . .	44	348 478	60 773	17.4	.2	X
	31332	Post-secondary textbooks <sup>3</sup> . . . . .	29	1 905 013	59 878	3.1	.2	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup> . . . . .	16	2 239 722	4 951	.2	.2	X
	31350	Books - Other media: General reference books <sup>3</sup> . . . . .	131	2 989 732	167 998	5.6	.6	61.9
	31351	Maps <sup>3</sup> . . . . .	101	592 699	85 506	14.4	.3	X
	31352	Atlases and gazetteers <sup>3</sup> . . . . .	19	91 582	60 257	65.8	.2	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup> . . . . .	20	2 310 069	22 235	1.0	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup> . . . . .	195	4 120 097	574 328	13.9	2.1	61.7
	31361	Professional and technical books - Legal <sup>3</sup> . . . . .	26	2 505 431	138 953	5.5	.5	X
	31362	Professional and technical books - Medical <sup>3</sup> . . . . .	42	143 997	24 805	17.2	.1	X
	31363	Professional and technical books - Other <sup>3</sup> . . . . .	94	954 462	352 603	36.9	1.3	X
	31364	Scholarly books <sup>3</sup> . . . . .	40	539 939	57 967	10.7	.2	X
	31370	Books - Other media: Adult trade books <sup>3</sup> . . . . .	94	4 508 107	263 972	5.9	1.0	61.6
	31371	Audio <sup>3</sup> . . . . .	56	3 756 651	199 059	5.3	.7	X
	31372	Excluding audio <sup>3</sup> . . . . .	56	2 206 177	64 913	2.9	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.) . . . . .	85	1 255 755	86 775	6.9	.3	X
	31480	Consulting services (Related to book publishers.) . . . . .	47	46 645	1 824	3.9	.2	X
	31490	Training services (Related to book publishers.) . . . . .	33	188 924	15 896	8.4	.1	X
	31500	Sale of advertising space for other media, not specified by type of publication . . . . .	8	3 943	2 595	65.8	.2	X
	31760	Cards, except greeting cards - print . . . . .	8	850	155	18.2	.2	X
	31770	Calendars - print . . . . .	8	86 434	166	.2	.2	X
	31790	Sale of print advertising space, not specified by type of publication . . . . .	310	135 140	85 384	63.2	.3	X
	31970	Sale of Internet advertising space, not specified by type of publication . . . . .	8	2 927	22	.8	.2	X
	32110	Music book publishing . . . . .	22	490 420	10 163	2.1	.2	X
	32120	Sheet music publishing . . . . .	10	135 504	6 254	4.6	.2	X
	32820	Yearbooks - Print . . . . .	14	131 595	50 032	38.0	.2	X
	32830	Posters - Print . . . . .	60	206 270	2 705	1.3	.2	X
	32850	Posters - Internet . . . . .	8	15 114	521	3.4	.2	X
	33800	Other publishing, not specified by type of publication . . . . .	196	1 118 488	289 950	25.9	1.1	61.9
	33802	Other publishing, excluding books . . . . .	154	1 096 278	285 079	26.0	1.1	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters . . . . .	42	22 210	4 871	21.9	.2	X
	33850	Other Internet publishing, not specified by type of publication . . . . .	57	782 875	57 108	7.3	.2	61.9
	33852	Other Internet publishing, excluding books . . . . .	30	518 283	53 578	10.3	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters . . . . .	27	264 592	3 530	1.3	.2	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
51113		Book publishers—Con.						
	39000	Merchandise sales . . . . .	228	707 006	119 406	16.9	.4	61.9
	39031	Resale of merchandise, not specified by type . . . . .	159	413 236	101 284	24.5	.4	X
	39033	Resale of merchandise, not specified by type . . . . .	69	293 770	18 122	6.2	.1	X
	39250	Rental or lease of goods and/or equipment . . . . .	18	14 001	464	3.3	Z	X
	39500	All other receipts . . . . .	550	5 547 539	1 022 313	18.4	3.8	61.9
	39523	All other receipts . . . . .	388	5 424 637	1 002 583	18.5	3.7	X
	39525	All other receipts . . . . .	160	84 168	17 237	20.5	.1	X
511130		Book publishers . . . . .	3 570	X	27 162 866	X	100.0	61.9
	31120	Printing services for others . . . . .	134	649 503	95 805	14.8	.4	X
	31170	Sale or licensing of rights to content . . . . .	521	4 765 711	204 168	4.3	.8	49.4
	31171	Sale or licensing of rights to textbooks . . . . .	47	783 613	18 093	2.3	.1	X
	31172	Sale or licensing of rights to children's books . . . . .	33	375 353	19 273	5.1	.1	X
	31173	Sale or licensing of rights to general reference books . . . . .	12	256 368	12 318	4.8	Z	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books . . . . .	125	631 044	30 626	4.9	.1	X
	31175	Sale or licensing of rights to adult trade books . . . . .	231	2 541 181	82 911	3.3	.3	X
	31176	Sale or licensing of rights to other content . . . . .	45	237 503	6 941	2.9	Z	X
	31180	Mailing lists, rental or sale . . . . .	107	710 245	5 560	.8	Z	X
	31200	Publishing services for others . . . . .	158	698 185	219 363	31.4	.8	X
	31210	Books - Print: Textbooks . . . . .	644	8 622 733	6 299 623	73.1	23.2	60.9
	31211	Elementary and secondary school textbooks . . . . .	414	5 407 747	3 934 303	72.8	14.5	X
	31212	Post-secondary textbooks . . . . .	337	4 625 234	2 365 320	51.1	8.7	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books . . . . .	409	6 627 960	1 855 881	28.0	6.8	X
	31230	Books - Print: General reference books . . . . .	856	5 300 201	1 887 171	35.6	6.9	52.3
	31231	Maps . . . . .	619	1 043 754	713 862	68.4	2.6	X
	31232	Atlases and gazetteers . . . . .	162	301 734	78 062	25.9	.3	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc. . . . .	194	4 218 516	1 095 247	26.0	4.0	X
	31240	Books - Print: Professional, technical, and scholarly books . . . . .	1 014	8 740 517	3 815 474	43.7	14.0	58.9
	31241	Professional and technical books - Legal . . . . .	133	3 232 418	1 646 966	51.0	6.1	X
	31242	Professional and technical books - Medical . . . . .	191	1 746 093	316 001	18.1	1.2	X
	31243	Professional and technical books - Other . . . . .	455	3 458 972	1 225 580	35.4	4.5	X
	31244	Scholarly books . . . . .	344	1 883 756	626 927	33.3	2.3	X
	31250	Books - Print: Adult trade books . . . . .	1 118	11 518 866	8 095 308	70.3	29.8	X
	31260	Books - Print - Sale of advertising space . . . . .	51	96 416	12 769	13.2	Z	X
	31270	Books - Internet: Textbooks . . . . .	65	1 520 509	254 330	16.7	.9	61.7
	31271	Elementary and secondary school textbooks . . . . .	39	91 337	6 351	7.0	Z	X
	31272	Post-secondary textbooks . . . . .	35	1 468 614	247 979	16.9	.9	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books . . . . .	30	1 502 008	4 691	.3	Z	X
	31290	Books - Internet: General reference books . . . . .	83	166 501	15 355	9.2	.1	61.8
	31291	Maps . . . . .	51	10 415	243	2.3	Z	X
	31292	Atlases and gazetteers . . . . .	12	18 500	791	4.3	Z	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc. . . . .	22	154 527	14 321	9.3	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books . . . . .	163	3 969 740	1 471 519	37.1	5.4	61.8
	31301	Professional and technical books - Legal . . . . .	22	2 478 745	1 327 119	53.5	4.9	X
	31302	Professional and technical books - Medical . . . . .	26	169 667	12 949	7.6	Z	X
	31303	Professional and technical books - Other . . . . .	76	1 285 164	122 460	9.5	.5	X
	31304	Scholarly books . . . . .	44	104 881	8 991	8.6	Z	X
	31310	Books - Internet: Adult trade books . . . . .	142	4 555 794	38 306	.8	.1	X
	31320	Books - Internet - Sale of advertising space . . . . .	6	131 334	2 085	1.6	Z	X
	31330	Books - Other media: Textbooks <sup>3</sup> . . . . .	69	2 218 614	120 651	5.4	.4	61.8
	31331	Elementary and secondary school textbooks <sup>3</sup> . . . . .	44	348 478	60 773	17.4	.2	X
	31332	Post-secondary textbooks <sup>3</sup> . . . . .	29	1 905 013	59 878	3.1	.2	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup> . . . . .	16	2 239 722	4 951	.2	Z	X
	31350	Books - Other media: General reference books <sup>3</sup> . . . . .	131	2 989 732	167 998	5.6	.6	61.9
	31351	Maps <sup>3</sup> . . . . .	101	592 699	85 506	14.4	.3	X
	31352	Atlases and gazetteers <sup>3</sup> . . . . .	19	91 582	60 257	65.8	.2	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup> . . . . .	20	2 310 069	22 235	1.0	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup> . . . . .	195	4 120 097	574 328	13.9	2.1	61.7
	31361	Professional and technical books - Legal <sup>3</sup> . . . . .	26	2 505 431	138 953	5.5	.5	X
	31362	Professional and technical books - Medical <sup>3</sup> . . . . .	42	143 997	24 805	17.2	.1	X
	31363	Professional and technical books - Other <sup>3</sup> . . . . .	94	954 462	352 603	36.9	1.3	X
	31364	Scholarly books <sup>3</sup> . . . . .	40	539 939	57 967	10.7	.2	X
	31370	Books - Other media: Adult trade books <sup>3</sup> . . . . .	94	4 508 107	263 972	5.9	1.0	61.6
	31371	Audio <sup>3</sup> . . . . .	56	3 756 651	199 059	5.3	.7	X
	31372	Excluding audio <sup>3</sup> . . . . .	56	2 206 177	64 913	2.9	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.) . . . . .	85	1 255 755	86 775	6.9	.3	X
	31480	Consulting services (Related to book publishers.) . . . . .	47	46 645	1 824	3.9	Z	X
	31490	Training services (Related to book publishers.) . . . . .	33	188 924	15 896	8.4	.1	X
	31500	Sale of advertising space for other media, not specified by type of publication . . . . .	8	3 943	2 595	65.8	Z	X
	31760	Cards, except greeting cards - print . . . . .	8	850	155	18.2	Z	X
	31770	Calendars - print . . . . .	8	86 434	166	.2	Z	X
	31790	Sale of print advertising space, not specified by type of publication . . . . .	310	135 140	85 384	63.2	.3	X
	31970	Sale of Internet advertising space, not specified by type of publication . . . . .	8	2 927	22	.8	Z	X
	32110	Music book publishing . . . . .	22	490 420	10 163	2.1	Z	X
	32120	Sheet music publishing . . . . .	10	135 504	6 254	4.6	Z	X
	32820	Yearbooks - Print . . . . .	14	131 595	50 032	38.0	.2	X
	32830	Posters - Print . . . . .	60	206 270	2 705	1.3	Z	X

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**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
511130		Book publishers—Con.						
	32850	Posters - Internet .....	8	15 114	521	3.4	Z	X
	33800	Other publishing, not specified by type of publication .....	196	1 118 488	289 950	25.9	1.1	61.9
	33802	Other publishing, excluding books .....	154	1 096 278	285 079	26.0	1.1	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters .....	42	22 210	4 871	21.9	Z	X
	33850	Other Internet publishing, not specified by type of publication .....	57	782 875	57 108	7.3	.2	61.9
	33852	Other Internet publishing, excluding books .....	30	518 283	53 578	10.3	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters .....	27	264 592	3 530	1.3	Z	X
	39000	Merchandise sales .....	228	707 006	119 406	16.9	.4	61.9
	39031	Resale of merchandise, not specified by type .....	159	413 236	101 284	24.5	.4	X
	39033	Resale of merchandise, not specified by type .....	69	293 770	18 122	6.2	.1	X
	39250	Rental or lease of goods and/or equipment .....	18	14 001	464	3.3	Z	X
	39500	All other receipts .....	550	5 547 539	1 022 313	18.4	3.8	61.9
	39523	All other receipts .....	388	5 424 637	1 002 583	18.5	3.7	X
	39525	All other receipts .....	160	84 168	17 237	20.5	.1	X

<sup>1</sup>Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts of establishments reporting product lines as percent of total receipts.

<sup>3</sup>Other media, including CD-ROM, diskette, audio cassette, and microform.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
51113	Book publishers						
	All firms .....	3 570	27 162 866	100.0	4 879 506	1 318 046	95 175
	4 largest firms .....	122	11 362 672	41.8	1 635 985	492 200	28 648
	8 largest firms .....	136	15 372 994	56.6	2 158 031	640 532	34 947
	20 largest firms .....	185	19 547 635	72.0	2 969 833	842 381	49 032
	50 largest firms .....	238	21 800 921	80.3	3 448 937	965 224	57 842
511130	Book publishers						
	All firms .....	3 570	27 162 866	100.0	4 879 506	1 318 046	95 175
	4 largest firms .....	122	11 362 672	41.8	1 635 985	492 200	28 648
	8 largest firms .....	136	15 372 994	56.6	2 158 031	640 532	34 947
	20 largest firms .....	185	19 547 635	72.0	2 969 833	842 381	49 032
	50 largest firms .....	238	21 800 921	80.3	3 448 937	965 224	57 842

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.